

Name: _____ Period: _____ Due Date: _____ ☐ On Time
Sports Marketing Standard Seven Individual Marketing Plan Grading Rubric

1 INCOMPLETE	2 DEFICIENT	3 CAPABLE	4 COMPETENT	5 EXEMPLARY
Task or Activity NOT Attempted or Completed	Task or Activity Attempted but NOT Completed No Detail	Task or Activity Completed & Performed; Needed Extra Instruction & Assistance Lacks Specific Details	Partially Mastered Task Completed & Performed with Limited Assistance Some limited details	Mastered Task Completed & Performed Independently without Supervision
F 0 points	D 50% of Possible Points	C 70% of Possible Points	B 80% of Possible Points	A 100% of Possible Points
Task Must Be Completed Turn In Late	Task Must Be Finished Turn In Late	Task Must Be Revised Finish & Turn In	Task Completed!!!	Task Completed!!!

- ⊙ **Executive Summary** – this will be the **FIRST** section of the plan, but written last.
 - General overview of the event. Written last to include all important aspects of the event as a summary. First Section.
 1 2 3 4 5
- ⊙ **Event Overview & Introduction**
 - Introduction to the event, the format, sport, and competitive style for the event.
 - Section should include location, map, operating schedule, appeal to students.
 2 4 6 8 10
- ⊙ **Situation Analysis**
 - Description of the previous success of the event. Measurements included if available.
 - Expected participation should be forecasted.
 2 4 6 8 10
- ⊙ **Target Market Identification**
 - Identification of the students interested in the event.
 - Geographic, Demographic, and Psychographic Segmentation of the student body must be included for the specific event.
 2 4 6 8 10
- ⊙ **Event Goals**
 - Description of the competition's success listed as specific goals.
 - The cost to students to participate is _____. Pricing policies/structure should be included (multi/team...)_____
 - Participant measurements and Spectator measurement methods. Goals will be measured by... (specific measurement)
 - Setup Goals, Game Day Goals, Sponsorship Goals, and Promotion Goals should be included for the specific event.
 2 4 6 8 10
- ⊙ **Event Strategies**
 - Event Promotion Plan must be included with at least three methods of promotion.
 2 4 6 8 10
 - Sponsorship opportunities for this event will use a Sponsorship Proposal. Include sponsorship levels, pricing, exchanges.
 2 4 6 8 10
- ⊙ **Implementation Plan**
 - Event setup schedule included. Based on Event Day (i.e. Event -3 days, Event -2 days, Event Day 1, Event Day 2)
 - Supply list and related costs included for the event with accurate pricing and vendor/supplier.
 - Rules of play, sign up, and scoring methods included for the event.
 - How winners are determined and what would/may be awarded for winning the event. Runner-Up/Second place prizes.
 - Sponsors recognition at the event: signage, promotion, product placement....
 - Safety concerns for event and methods to combat safety concerns.
 2 4 6 8 10
- ⊙ **Evaluation Methods and Plan**
 - Methods for measuring and evaluating events: Planning, Setup, Running, Take-Down, Sponsorship and Promotion Evals.
 - SWOT Analysis opportunities. Success of the event and participation forecasts.
 2 4 6 8 10
- ⊙ **Technical Writing—Proper Format**
 - Student uses proper technical writing format as discussed in class.
 - Not Used: I, me, we, they, them, our, us, or slang terms.
 1 2 3 4 5
- ⊙ **Marketing Plan Formatting**
 - Student follows outline provided in class.
 - Student organizes information as outlined in class: 1 area per page + promotion plan & sponsorship proposal separate.
 1 2 3 4 5
- ⊙ **In-Class Presentation**
 - Student present event information in class.
 - Student can organize "presentation" and information on event. Answer questions in class.
 1 2 3 4 5

Optional components that may be included: +5 points each

- ⊙ Scheduling
- ⊙ Season Summary
- ⊙ Season Preview
- ⊙ Ticketing Goals
- ⊙ Sales Strategy
- ⊙ Season Promotions
- ⊙ Game By Game Promotions
- ⊙ Price Promotions/Theme Nights

Total Points / 100

Days Late:
 (-10 points per day)

Name: _____ Period: _____
Sports Marketing Standard Seven

Due Date: _____ ☐ On Time
Individual Marketing Plan Grading Rubric